

Digital Fodder

Square Affiliate Program Review

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Online retail and ecommerce always seem to be hot topics. Digital nomads and entrepreneurs everywhere discuss online store software, marketplaces, and [drop shipping](#). A desire to enter ecommerce is supported by [global sales](#) that have surpassed \$2.3 trillion. Similarly, affiliate marketers want to jump on the ecommerce bandwagon by promoting software, apps, accessories, tools, and related products and services. For affiliate marketers, [Square](#) might be their way to riches.

Square offers various products and services to run a business and store. It allows companies to accept payments quickly, easily, and securely through card readers and POS devices. It also provides online store software. Photo Studio is its automated product photography service that produces high-resolution multi-angle and interactive photos. Square's other offerings include appointment scheduling, email marketing, business loans, payroll, debit cards, loyalty programs, and gift cards.

Square owns [Cash App](#), which allows P2P money transfers. In 2018, Square acquired [Weebly](#), a popular website-builder. The CEO of Square, Jack Dorsey, is also the CEO of Twitter.

Company Profile

- Founded by Jack Dorsey and Jim McKelvey in 2009

- CEO: Jack Dorsey
- Headquarters: San Francisco, California
- Stock ticker: SQ
- Other office locations: Canada, Japan, Australia, the United Kingdom, and Ireland
- Billions in gross product volume (GPV)

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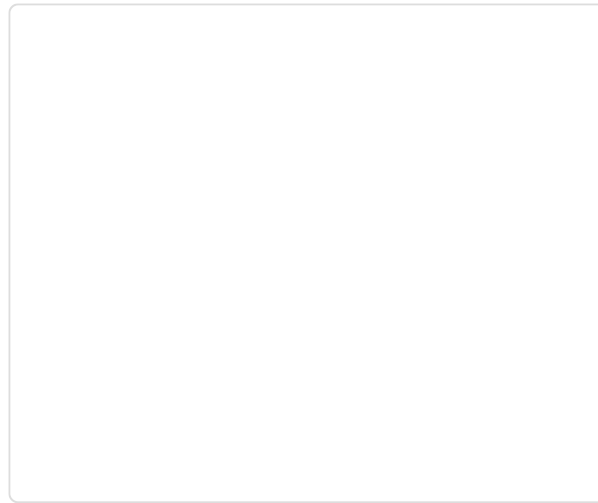
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Square Affiliate Program

Square has an [affiliate program](#). Impact, a top-rated affiliate network, hosts the program. Let's review the benefits, drawbacks, commission rate, cookie duration, and program details. Here's a snapshot.

- Cost per action (CPA): Cost per sale

- Commission rate: Up \$202
- Commission type: Single payment, nonrecurring
- Cookie duration: 45 days
- Payout threshold: \$10
- Payment options: Bank account and PayPal
- Affiliate software/network: Impact



Program Benefits

The affiliate landing page is excellent. An affiliate landing page is supposed to be informative, and Square hits the mark. It covers everything that an affiliate would want to know plus answers to frequently asked questions.

Affiliates can promote many items. Square's product portfolio lends itself to marketing goods to different niches. Eligible items include:

- Square Payments
- Square Reader
- Square Point of Sale
- Square Payroll for Contractors
- Square Payroll for Employees
- Square for Retail
- Square for Restaurants
- Square Appointments
- Square Invoices
- Square in Canada

Publishers can earn fantastic commissions. Square pays for account activations ([pay per lead](#)) and user activity. For example, for a Square Retail conversion, you'll make \$35 per new free-trial activation. You'll receive a \$93 bonus if your lead starts taking payments within 30 days. Affiliates can earn up to \$202 in commissions.

Affiliates get a 45-day cookie. One of my biggest complaints with some programs is that their cookie/conversion windows are too short. Square's 45-day

cookie duration exceeds the industry standard of 30 days, but 60 to 90 days would be more advantageous.

The commission payment threshold is low. Impact issues payments when earnings exceed 10 USD or the local equivalent. Affiliates receive payments to their bank and PayPal accounts.

Deep linking is available, and it's how an affiliate creates a link to a specific page on the merchant's site. Instead of using a standard homepage affiliate link, you can link to an article or product that relates to your content to increase relevance and conversion rates.

There's a full-time affiliate marketing manager. When a merchant has the staff to support publishers, it quickens processes and shows commitment. You can contact Square's affiliate team through Impact.

Impact's affiliate software is top-notch. It offers excellent and reliable tracking solutions. Moreover, the user interface and activity reports are easy to navigate.

[Square Online](#) is a separate affiliate program and an additional way to earn commissions. Marketers can earn up to \$50 per sale.

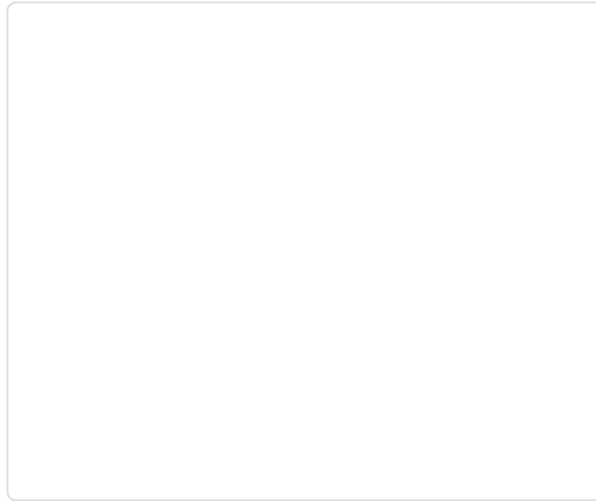
Square is a reputable business and commerce solutions provider. Therefore, you can have every confidence that you're sending traffic to a trusted merchant.

Program Drawbacks

Square has a low affiliate acceptance rate. It accepts less than 30 percent of affiliates who apply to join.

Square pays attractive commission rates; however, a 20 to 30 percent recurring commission for the life of the customer would be more appealing.

Creative assets and banners are lackluster. Since Square does so many things right, one would think robust advertising banners would be a part of the mix. However, that's not the case. Images are available, but none of them are appealing or would lead to high conversion rates. Hopefully, Square adds a few imaginative banners worthy of putting on websites.



Making Money

Can you make \$1,000 a month as a Square affiliate? Yes, and more. Square offers excellent commission rates and an above-average cookie. Also, Impact is a reliable affiliate platform with robust tracking and reporting capabilities. Deep linking is available to drive traffic to specific pages and insightful blog posts. Separately, you can join [Weebly's affiliate program](#) on ShareASale for an additional way to make money within the Square ecosystem.

Where should Square rank in your marketing activities? If you create content about ecommerce and tools, it should be a mid to high priority. Square is well-

positioned in the fast-growing commerce sector and offers an array of products and services for offline and online merchants.

I recommend joining [Square's affiliate program](#) because it pays excellent commission rates. Furthermore, it's a Digital Fodder [top 40 affiliate program](#).

[Super Affiliate Marketing Course: Learn How I Built a Five-Figure Website](#)

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